

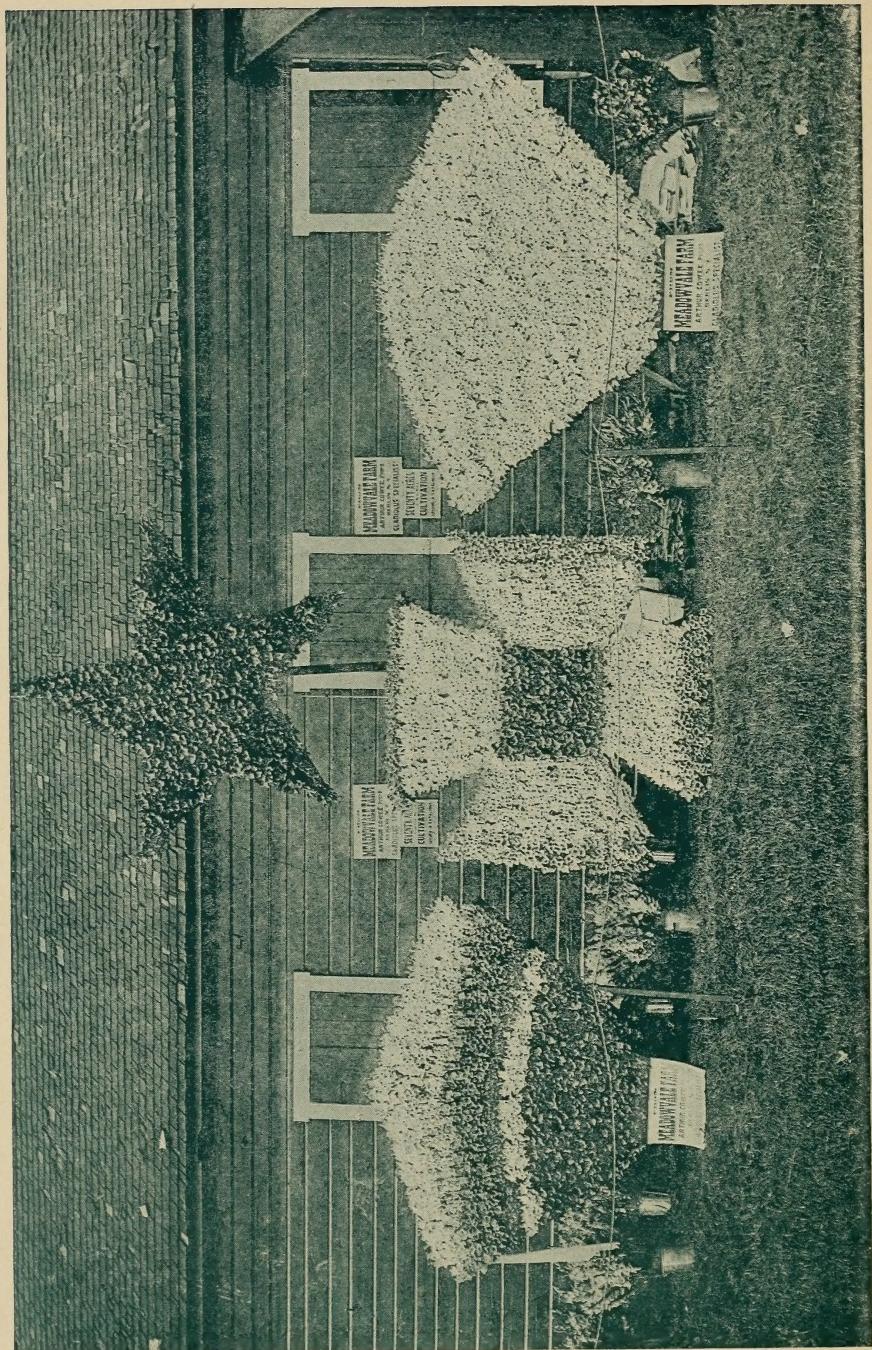
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Groff CATALOGUE 1905
OF
GROFF'S NEW
Washington HYBRID GLADIOLI



ARTHUR COWEE
MEADOWVALE FARM
BERLIN, N.Y., U.S.A.



The above floral forms are but a few of the many beautiful decorations for Church, Hall or Lawn, which may be constructed and prepared with cut spikes of Gladioli so as to retain their beauty for from three to six days. With all orders for bulbs we will enclose directions for construction and preparation of the above forms, if so requested.

SPECIAL ANNUAL CATALOGUE

GROFF'S NEW HYBRID

GLADIOLI

AWARDED THE GRAND PRIZE
AT THE WORLD'S FAIR
ST. LOUIS, 1904

WINNERS OF GOLD MEDAL
AND THIRTEEN FIRST
PRIZES, PAN-AMERICAN
EXPOSITION, 1901

OTHER VARIETIES OF DOMESTIC AND FOREIGN
ORIGIN OF ACKNOWLEDGED MERIT



S E L E C T E D A N D G R O W N B Y

ARTHUR COWEE

MEADOWVALE FARM :: BERLIN, N. Y.



INTRODUCTORY.

WITH the view of giving the amateur a decided advance in quality and value, all sales will be made from the following lists.

Comparison with the varieties, sections and strains, will convince experienced growers that the increase in value and quality is far in advance of the prices charged, and the discarding of older varieties and strains that have not stood the test of competition is in the interest of the grower, and save him the cost of selection. The World's Best Seedlings (Silver Trophy Strain) are the coming strain of commerce, and never fail to give satisfaction.

The New Hybrid Seedlings are being yearly increased in value by the elimination of the more common shades, and by the addition of new and tested varieties of special beauty and vigor.

The Silver Trophy Strain in its three sections also is receiving attention during the entire blooming season, to the end of purifying the colors in their respective sections. I cannot recommend these too highly. They should be largely planted.

Groff's Special Selections for 1904 are listed for 1905 as Gold Medal Collection, sections one, two and three; this stock being used in the preparation of the Gold Medal Collection.

The leading novelty of this list is the World's Fair Collection of Groff's new and rare Gladioli.

No such collection was ever offered before in the world, and cannot be obtained elsewhere. In its preparation expensive named varieties are used, without regard to their cost or value, and hundreds of new varieties practically unknown; such diversity, quality, and value, was never before offered in any list in commerce.

"Whatever success I have been permitted to achieve as the result of my labors, are gains to the world and to civilization; they are new creations, evolved from nothing; their original parents being simply weeds, in the eyes of the refined admirer of beautiful flowers. And like the product of the miner's toil, they are drafts upon the great treasure house of Nature, wronging and robbing no one; unlike the results of speculative competition, those mere exchanges of wealth too often be-sprinkled with tears of the widow and the orphan, or even the successes of legitimate commerce, seldom attained without grinding competition, involving the very life-blood of struggling man."

H. H. GROFF, before Provincial Association.



"I have been an interested observer of the work of Mr. Groff during the past ten years, and it is particularly worthy of commendation. His display of hybrid Gladioli at Buffalo is wonderful, and it is safe to say that the *named varieties* of five years ago sink into insignificance when placed alongside of his seedlings. Mr. Groff's Gladiolus exhibit is worth a visit to the Pan-American. It is at once an object lesson and an inspiration."

Cornell University, Ithaca, N. Y. —PROF. JOHN CRAIG.



From Luther Burbank, to Mr. H. H. Groff:

"I have watched your progress with the Gladioli, especially at the Pan-American, etc., and am delighted you have made such a glorious success of it. With the many discouragements of Plant Originators there is plenty of silver lining sooner or later."

SANTA ROSA, CAL., Jan. 2, 1902.



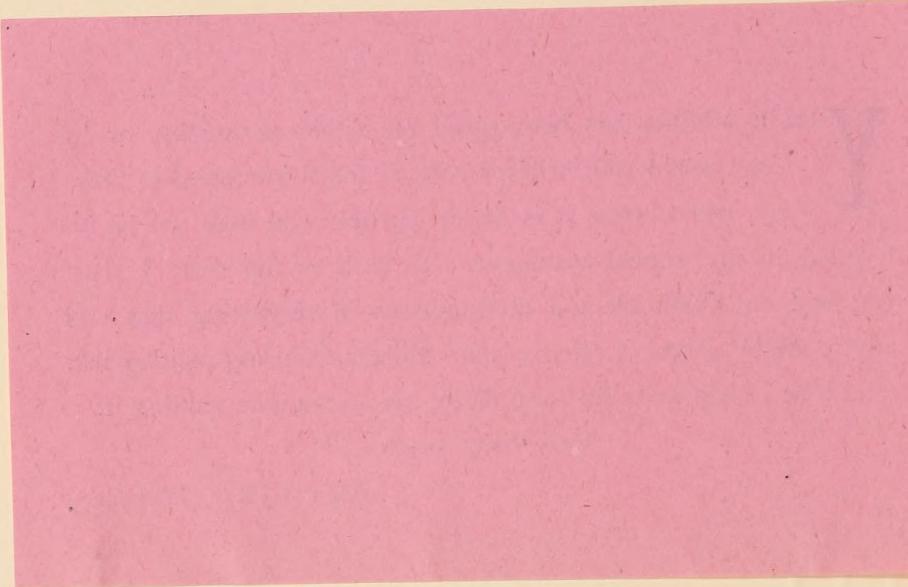
"Varieties improved from man's point of view must receive kind treatment and richer food than wild forms of the same plant. The cultivated plant, like the domesticated animal, yields in a measure its powers of self-defense to adapt itself to our service. Man must in return provide for its safety and nourishment. In the improvement of plants the action of man, much like influences which act on plants in the wild state, only brings about slow and gradual changes, often scarcely noticeable at first. But if the first efforts toward the desired end be kept on steadily, the changes will soon become greater and greater, and the last stages of the improvement will become much more rapid than the first one."

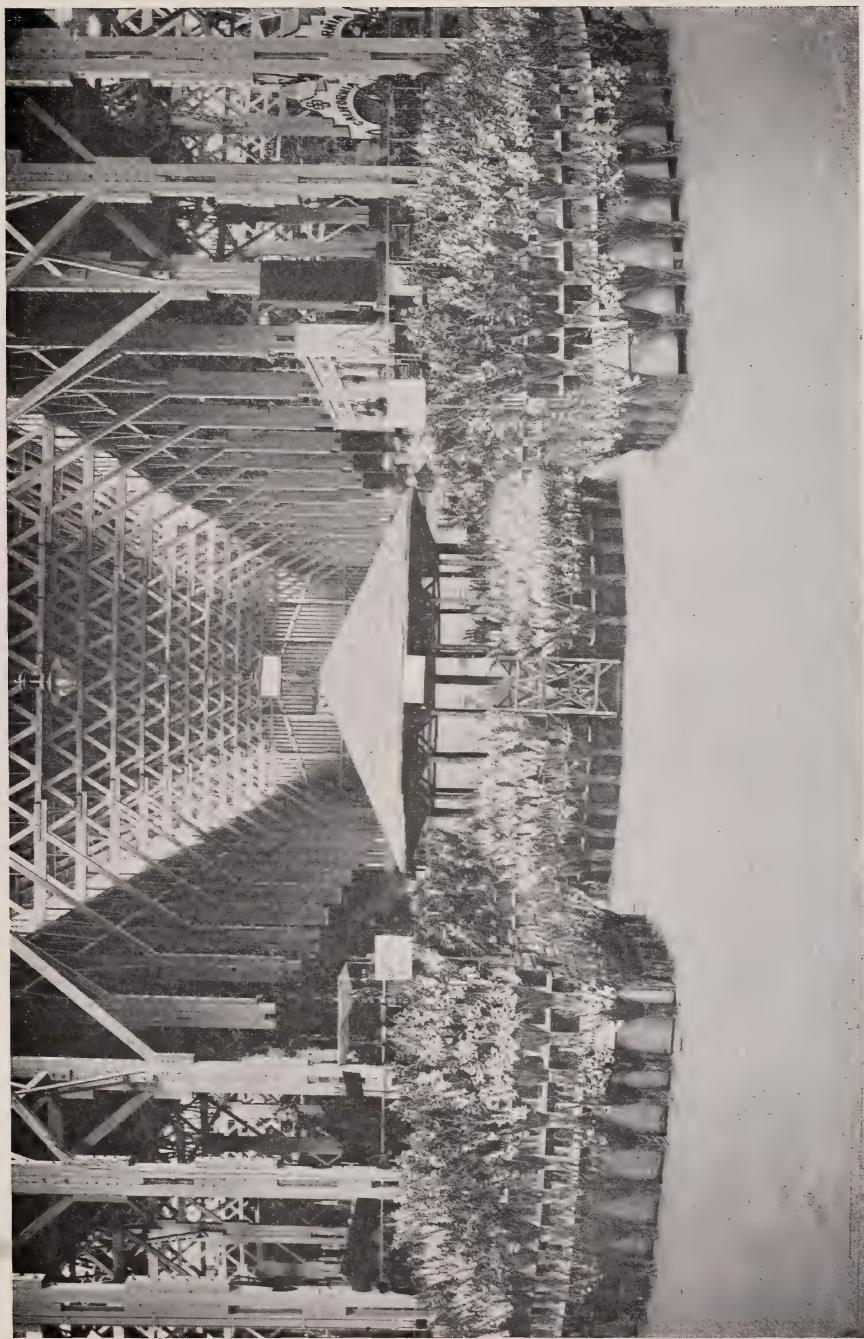
—VILMORIN.

YOUR address has been given me either personally, or by some friend who believes you are much interested in flowers, nevertheless it is barely possible you may not be interested in my annual catalogue. If such is the case, I trust you will not think me too presumptuous in requesting that you advise me by postal to remove your address from my mailing list, otherwise I shall infer that you desire me to continue sending it.

Very truly yours,

ARTHUR COWEE.





MY GLADIOLUS EXHIBIT, WORLD'S FAIR, ST. LOUIS, MO., DURING AUGUST, SEPTEMBER AND OCTOBER, 1904.

PAN-AMERICAN EXPOSITION

BUFFALO·NEW YORK·A.D.1901



The Directors, on the
recommendation of the Superior Jury,
confer their award of Highest Merit
A GOLD MEDAL,

on *Heidi Goff*,
for *Gaudius*.

John McAllister, President.
Edwin Remond, Secretary.

Henry Melcher, Director General.
May Schlecht, Superintendent of Awards.



No.

Date _____ 190_____

ARTHUR COWEE,

Gladiolus Specialist,

Meadowvale Farm, Berlin, N. Y.

According to the terms and prices in your catalogue for
the present year,

Forward to _____

Post-office _____ County _____

State _____ Send by Mail Express Freight

NO.	VARIETIES.	AMT.

THE GLADIOLUS.

A search, be it ever so painstaking and complete, of the floral kingdom, will discover no flower of such easy culture, embracing the great range of color with endless combinations and variety, to equal the Gladiolus. Although called the people's flower, it to-day is practically unknown to both the amateur and average grower, and I claim for the newer hybrids greater beauty and more exquisite coloring than in any other garden ornament. Even the orchids failed to equal it, excepting in durability as a cut flower, and here the Gladiolus excels all others.

For the best results, cut the spike when the first flower opens and bloom in the house. This treatment is also beneficial to the bulb.

Varieties of the Gladiolus are now numbered by thousands, but comparatively few possess sufficient vitality to reproduce characteristic flowers; the same may be said of self-fertilized seedlings. This makes my selected collections of special value and advantage to the buyer, and not afforded by any other grower. The process of selection also assures the best possible results in the hybridized seedlings listed herein.

In this catalogue is presented to the progressive amateur, as well as the scientist, the most valuable varieties, collections and mixtures offered in the world. They are selected with the view of giving the critical grower unequalled value and satisfaction.

The only bulbs, blooming size, sent out are first quality old, and strong bulblet grown. The latter are the best value and produce the finest flowers this season and next. These and smaller sizes are kept for my own growing, in preference to the largest matured corms. No second size or cull old bulbs are sent out at any price—they never give satisfaction.

The brief cultural instructions condensed herein are sufficient for general use. Special conditions of soil and climate should be made the subject of correspondence.

The paper by H. H. Groff of Simcoe, Ont., on "Breeding from 'Tame' versus 'Wild' species," which was presented at the Plant and Animal Breeders' Convention in St. Louis, December, 1903, has had such a wide circulation and attracted so much attention in England and the United States that a second edition of the printed copy has been issued. Since the circulation of the first edition, Mr. Groff's claims for the great advantages to be gained by breeding from domestic specific types has been supported by Prof. Hugo de Vries in his lecture at St. Louis in September of 1904. Prof. de Vries' conclusions were reached after an exhaustive series of experiments conducted for the purpose of proving that domestic species could be produced within a comparatively limited period of operation. Breeding from select mothers, with domestic specific types as sires is the line on which Mr. Groff claims to have made his greatest advancement, and his is the honor of having been the first to call attention publicly to the theories of which the correctness has now again been verified.

—HORTICULTURE, BOSTON, MASS.



Extract from Florist Exchange, Sept. 20th:

"We now understand that crossing is good for the species; because it constantly revitalizes offspring with the strongest traits of the parents, and ever presents new combinations. But crossing alone can accomplish comparatively little, the chief power in the progression of plants is selection; the force which augments, develops and fixes types, and we must constantly select the best, in order to make any advancement."

—BAILEY.



"We are now standing just at the gateway of scientific horticulture—only have been a few steps in the measureless fields, which will stretch out as we advance into the golden sunshine of a more complete knowledge of the forces which are to unfold all the graceful forms of garden beauty and wealth of fruits and flowers."

—BURBANK.



"Although it is well known that selection is the great force in improvement, too many professional growers are content with selecting, the seed parent only; and the credit they would like to take for this care and enterprise would make them the subjects of ridicule with those who are improving by selection all useful forms in the animal kingdom."

H. H. GROFF, before Waterloo Horticultural Society,
and Provincial Association of Fruit Growers.

1904—NOVELTY—1904

WORLD'S FAIR COLLECTION OF GROFF'S NEW AND RARE GLADIOLI.

This new collection is prepared from high-class novelties of recent production, and a few meritorious named varieties of late European introduction. It contains only a few hundred varieties specially selected from the cream of high quality and is prepared to meet the demand for a limited number of extra choice types rather than a collection of great range in variety like the Pan-American Exposition Collection which contains over ten thousand varieties.

The shades of red, scarlet, crimson, cerise, yellow, blue and light colors are of the highest order and the purest quality. The flowers are of exceptional size and beauty.

Price per 100, \$25.00. 25 at 100 rate.

The Gold Medal Collection.

Groff's Extra Select Pan-American Exposition Collection.

This collection is made up from the choice, new varieties exhibited at Buffalo in 1901, and contains varieties of such high proven quality that no grower, however critical, can wish for better value.

In its preparation, over 600 named varieties have been discarded, and every desirable section known is represented—Gandavensis, Lemoine, Nanceianus, Blues, and New Hybrids.

In this collection the Whites, Lights, and Yellow shades are of the purest colors obtainable, relieved in many varieties by stains and blotches of most intense and decided contrast.

The Pinks, Reds, Scarlets, Crimsons, and Cerise shades are of the highest quality, with flowers of the largest size and greatest perfection.

The New Blues, including tints of Lilac, Heliotrope, and Clematis, were never before offered in mixture.

The flowers are of the largest size in their respective types, the spikes of correct form, with plants of exceptional vigor and vitality.

This new collection is the best and latest product of years of costly effort and the result of scientific hybridization from the most valuable material the world has known. It is prepared specially with the view of providing the amateur with a typical collection of the Modern Gladiolus. No such was ever before offered, and no better value can be desired.

Offered in lots of 25, 50, 75 or 100 corms, or upwards. Every collection separately prepared. So great is the diversity of this excellent collection that the purchasers of 1,000 corms will get few duplicates.

Price per 100, \$15.00. 25 at 100 rate.

At the Pan-American Exposition, so at the World's Fair in the Horticultural Building, the chief attraction in the cut flower department is the Gladiolus exhibit from Arthur Cowee, Meadowvale Farm, Berlin, N. Y., consisting of 725 vases containing 8,000 spikes of the most beautiful and artistic varieties of this flower ever staged in the world. The principal strains shown are the Groff's Hybrids in their several sections, and comprise almost every shade and combination of shades known.

The arrangement on circular shelves, between which are mirrors, increases the attraction of the exhibit, and is a credit to Mr. Cowee. All of the material used in constructing the rustic booth in the center, as well as the outside circle came from Meadowvale Farm.

Weekly shipments are made from the fields at Berlin, N. Y., where 100 acres are being grown; also from a five acre planting at Belleville, Ill., where about half a million bulbs have been planted at three different periods so as to secure a succession of blooming. Upon the Exposition grounds Mr. Cowee has planted, in six beds, about 125,000 bulbs, mostly from the Silver Trophy Strain and Gold Medal Collection.

October 1st, 1904.

—FLORIST'S EXCHANGE.



An ideal place for any lover of flowers to visit at this time of the year (August 26th) is Meadowvale Farm, the home of Arthur Cowee, the Gladiolus Specialist, at Berlin, N. Y.

One of the earliest impressions formed in the mind of the visitor is the thoroughness with which Mr. Cowee has gone into his specialty.

Sept. 10th, 1904.

AMERICAN FLORIST.



His planting of Gladiolus last year was the largest in the World and this year he will have to seek other planets for a comparison.

March 6th, 1904.

ALBANY SUNDAY PRESS.



A ravishing dream of beauty, where every color of the Flora-world nods and blends in infinite variety is situated at the west end of the Horticultural building and is the largest display of Gladiolus ever gathered together.

From the parent stem blossoms of every hue and in strangest combinations and strongest contrasts flourish, and perhaps not less than 10,000 species may be found in this beautiful array.

September 25th, 1904.

ST. LOUIS STAR.

THE GOLD MEDAL COLLECTION.

IN COLOR SECTIONS.

These special selected collections of New Hybrids are prepared from the cream of the world's named introductions, in Gandavensis, Lemoine and Nanceianus after discarding over 600 named varieties, and some also include choice new tested seedlings of equal or greater merit.

1—SELECTED NEW DARK HYBRIDS. All shades and combinations of red, scarlet, and crimson, of highest quality.

Per 100, - - - - - \$12.00

2—SELECTED NEW WHITE, LIGHT, AND YELLOW HYBRIDS. No equal value offered elsewhere or otherwise obtainable.

Per 100, - - - - - \$15.00

3—SELECTED NEW BLUE HYBRIDS. Not offered elsewhere in the world (no smoky or slate blues).

Per 100, - - - - - \$18.00

Large blooming bulbs, the only size offered.

25 at 100 rate.



THE SILVER TROPHY STRAIN.

GROFF'S "WORLD'S BEST" NEW HYBRID SEEDLINGS.

1—NEWEST REDS, SCARLETS, AND CRIMSONS. The world's commercial strains, offer few equal and none better (they should be largely planted).

Per 100, - - - - - \$3.00

2—NEW WHITE, LIGHT, AND YELLOW. All shades of white, cream, and yellow, in many combinations, relieved by stains and blotches of rich colors in most pleasing contrasts.

Per 100, - - - - - \$4.00

3—RARE BLUES, IN CLEMATIS, LILAC, AND HELIOTROPE SHADES. New Hybrids of Papilio Major, practically unknown. No such seedlings offered elsewhere in the world.

Per 100, - - - - - \$5.00

Large blooming bulbs, the only size offered. Possible variation in colors as above classified, due to out-crosses, will be covered by extra count in filling orders.

25 at 100 rate.

*Extract from the Florist Exchange (an unquestioned authority) of issue
Sept. 20th, 1902.*

The Meadowvale Farm of Arthur Cowee, of Gladiolus fame, is situate in the hamlet of Berlin, N. Y.; and, although somewhat removed from regular roads of travel, the Gladiolus industry is an attraction that brings many flower lovers to Berlin during the plant's flowering season.

It was our privilege on the first of September to ramble over the fields, and note the Gladioli in their many different hues; and, although it was perhaps a week or ten days too late for the fields to be viewed at their best, the sight presented was well worth the journey.

As is well known, the varieties of Gladiolus grown here are principally those now known to the trade as Groff's Hybrids. When we entered the field it was our intention to note and try to describe some of the newer creations; but the varieties are so multitudinous, and of such excellent merit generally, that they can only be referred to in sections; and we can now easily appreciate Mr. Groff's system of refraining from naming his varieties. There are so many that would be worthy of a name, should that system be adopted, that it would be impossible to find appellations for them all.

Before entering further into the subject, we ought to say that Mr. Cowee is a life-long enthusiast on Gladiolus, and for the past ten years he has been growing them extensively. Now, ten years' cultivation and close observation of any one particular flower must necessarily give one a fair understanding of the subject in hand, and although all the new European varieties are grown and tested carefully, as well as the several well-known American strains, Mr. Cowee does not hesitate to say that Groff's Hybrids lead all others. To some that may seem a very broad statement, as there are now several other beautiful types of Gladiolus that are well-known commercially; but if we look closely into the matter we must admit that Mr. Cowee is justified in his opinion. Let us take diversity of color, for instance. There was one block of a light-colored section—probably about two acres. We cut fifty spikes indiscriminately from the ends of the rows nearest the path. When these fifty spikes were closely examined it was found that there was only one duplicate among them. All were light colored in the strictest sense of the word: and, excepting one, they were all dissimilar. In that block there were at least 500 different varieties. So much for color variation.

With respect to constitutional vigor, this is perhaps their very strongest point. When seen growing in close proximity to other strains, Groff's Hybrids all flower, and every bud will open and fully develop. It is also very noticeable that the very small bulbets, or cormels, of these hybrids have a propensity for flowering while very young; of one block of such cormels that, when planted, were from $\frac{3}{8}$ to $\frac{5}{8}$ of an inch in diameter, 90 per cent. had flowered.

CONCLUDED ON PAGE 14.

GROFF'S HYBRID SEEDLINGS.

THE MOST POPULAR STRAIN IN AMERICA.

The original introductions of Mr. Groff awarded certificate of merit by Society of American Florists, New York, 1900, where they defeated the whole Childdsi section exhibited in competition by the introducer.

Also certificate of merit at Buffalo, 1901, and at Ashville, S. C., 1902.

In this section I control over 75 per cent. more of the varieties comprising this strain than any other grower, in fact the whole of this important introduction is in my hands including every variety offered by all other growers.

Large Blooming Bulbs, price per 100	- - - - -	\$ 2.50
Large Blooming Bulbs, price per 1,000	- - - - -	15.00
Second Size Bulbs, price per 100	- - - - -	1.50
Second Size Bulbs, price per 1,000	- - - - -	10.00
Small Bulbs, $\frac{3}{8}$ to $\frac{5}{8}$ -in. diameter per 100	- - - - -	.75
Small Bulbs, $\frac{3}{8}$ to $\frac{5}{8}$ -in. diameter per 1,000	- - - - -	6.00
250 at 1,000 rate.		

NOTE.—Much stock which never originated with Mr. Groff is being offered as his hybrids. For the buyer's protection I would suggest that he insist upon Meadowvale grown bulbs only. One comparison by blooming any of such offered, by the side of mine will convince you that my advice is good.



COWEE'S SPECIAL COLLECTIONS AND MIXTURES.

COWEE'S MIDWAY COLLECTION.

This collection is specially prepared as an intermediate or midway section between the Gold Medal and Silver Trophy strains of Pan-America celebrity, and those of a popular character following, all in high types of commercial value.

It is prepared from all sections in new named varieties of European origin which until the introduction of the Gold Medal and Silver Trophy strains at Buffalo have led the world, also a few of the earlier introduction of Groff Hybrids. It will be found of exceptional value, quality and diversity.

Price per 100,	- - - - -	\$5.00
25 at 100 rate.		

Another feature that points towards exceptional vigor is the freedom with which the plants produce their cormels; with no other varieties, as grown here, can there be so rapid an increase from parent stock.

It has been remarked that the Gladiolus is most useful as a cut flower, and that is, or should be, its proper sphere. That the demand for it as a cut flower is increasing each year is a fact, though city florists have ideas to the contrary. It must be remembered that while city florists are enjoying their dull season, the Summer resorts are in full swing and the Gladiolus is in the height of its beauty. It is from the latter places that the chief demand comes, and until there is some flower grown that can be had cheaper and will last longer the Gladiolus will reign supreme and the demand for it will increase year by year.

To accommodate the immense number of corms through the Winter season large storehouses are necessary. Mr. Cowee has two of these houses on the farm, each 96 x 27 feet, and two stories high, piped for heating, and lighted with electricity.

Besides lighting the establishment with electricity, Mr. Cowee has his residence fully lighted (some 27 lamps are in use) by this illuminant.

There is also a saw-mill where the boards for all his crates are sawn from logs.

His brother, W. J. Cowee, has here several machines making wired tooth-picks, and the power is derived from a small stream of water which flows from the reservoir built for irrigation purposes. Incidentally, there has been no need for irrigating the Gladiolus fields this year.

Before concluding, we must remark that Meadowvale Farm is an ideal place to spend a Summer's day. The beauty of the Gladiolus fields, and the genial hospitality of Mr. and Mrs. Cowee make the visit one to be long remembered.



In the opinion of experts on the matter of hybridizing the Gladiolus, Mr. Groff, of Simcoe, Canada, stands foremost in the world at this work."

WAIKATO ARGUS, New Zealand.



I wish to tell you that it has never been my privilege to see Gladioli in all my experience like those grown from bulbs you sent me last spring. They were extremely large and handsome in form and color.

MASSACHUSETTS, Nov. 23d, 1903.

REV. J. A. L_____.



I have just finished taking up my bulbs and wish to say that the Groff's Hybrid Seedlings gave entire satisfaction and made a fine display, please send me your catalogue as soon as published.

ILLINOIS, Nov. 7th, 1903.

H. H. G_____.

DOUBLE NASTURTIUM

BRIGHT YELLOW and BRIGHT CRIMSON.

An ever blooming trailing plant of exceptionally strong growth and easy to cultivate. Especially adapted for

Stone Walls
or
Rock Work
of any descrip-
tion.

Hanging
Baskets
Lawn
Vases
Rustic
Boxes



OR WHERE ANY RUNNING VINE IS DESIRED.

The flowers are double and of good size.

PRICES:

	EACH.	DOZ.	100
Double Yellow,	15c	\$1.50	\$9.00
Double Crimson,	15c	\$1.50	\$9.00

By Mail or Express, charges prepaid.

If you are ordering Gladioli from Meadowvale Farm and desire any of these plants, we have arranged with Mr. Arthur Cowee so that we may include your order in the same package. Address all orders and make remittances payable to

NILREB GREENHOUSES, BERLIN, N. Y.



J.H. McF.C.

FROM SILVER TROPHY STRAIN, SECTION ONE.

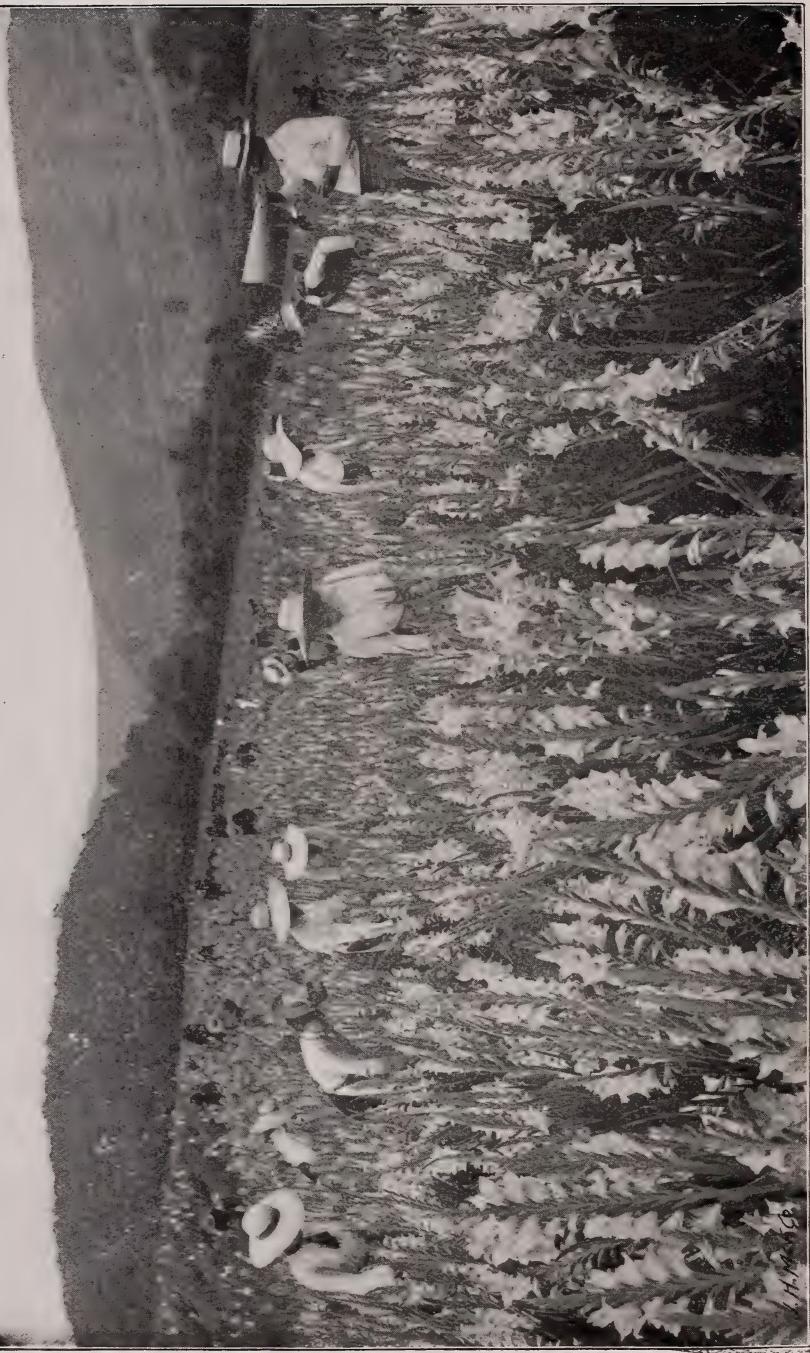


FROM SILVER TROPHY STRAIN, SECTION TWO.



FROM SILVER TROPHY STRAIN, SECTION THREE.

SCENE IN ONE OF THE MEADOWVALE FIELDS.



COWEE'S "BUFFALO" MIXTURE.

This is a strain composed entirely of selected named varieties, Mr. Burbank's California Select. Mr. Gray's Ingleside Hybrids and named Childsi.

Price per 100, - - - - - \$3.00
25 at 100 rate.

* * * * *

COWEE'S "NIAGARA" STRAIN.

This mixture is prepared for the use of those who need large quantities at reasonable prices.

It contains named white, light, yellow and variegated types of American Hybrids, and named Childsi. It is sure to give satisfaction.

Price per 100 - - - - - \$2.50
25 at 100 rate.

* * * * *

MISCELLANEOUS SORTS.

Meadowvale Mixture contains the largest number of the most magnificent varieties of any popular mixture of commerce.

	Per 1000
First Size	\$10.00
Second Size	7.50
Lemoine Hybrids embracing hundreds of the more modern colors, and many novelties.	
Extra Fine Mixed.....	\$15.00
Fine Mixed	10.00
Nanceianus Mixed, per hundred, \$4.00.....	35.00
Mixed Childsi per hundred, \$1.75.....	15.00
Burbank's California Select per hundred, \$3.00.....	25.00

MIXTURES TO COLOR.

White and light shades.....	\$12.00
Pink shades	10.00
Scarlet and Red shades.....	7.00
Orange and Yellow	25.00
Striped and Variegated	18.00
Buff Shades	16.00
Smoky and Slaty Hybrids per hundred, \$2.00.....	15.00
25 at 100 rate.	
250 at 1,000 rate.	

The brilliant coloring of Groff's first section of Gladioli was a great gain over existing hybrids. The seedlings sent me this season were very robust, and show a good advance over the first section. I was particularly interested in the blue and lilac shades.

NEW YORK.

R. R. STOCKDALE, Vice-Pres't.



Groff's Hybrid Gladioli were the finest we have ever had, in fact this year we had the finest Gladioli in this section. They were superb, having stems four to six feet in height, in gorgeous colors. I would like to secure some of the reds separate for mass effects for next season.

MAINE.

WILLIAM MILLER.



Mr. H——— has just given me your letter regarding the Gladiolus which I received from you through him. I can only say that they were far ahead of my anticipations, and I have never seen anything in the Gladiolus world that was as beautiful. They attracted much attention, and were the admiration of all who saw them.

MASSACHUSETTS.

FRANK H. DODGE.



It gives me great pleasure to assure you that the stock of Gladiolus received from you was a perfect success and excited unlimited admiration while in bloom in Copley Square. As you know we had a great many visitors from other cities this season, on account of the Grand Army Encampment, and I am very sure you would have been much gratified if you had heard even a tenth part of the praise they bestowed upon the Gladiolts.

As for my own opinion I will merely say, that I am not at all surprised that the Grand Prize was awarded your exhibit at the St. Louis Fair.

City of Boston, Public Grounds Dept.,

November 25th, 1904.

WILLIAM DOOGUE, Supt.



The Gladioli are in bloom, and are a glorious rival to my sumptuous orchids. I need not add that they give me exquisite delight. I think them a wonderful creation, and in form and coloring, cannot be surpassed in Nature's realm. I cannot say enough to let you know how much pleasure I have gotten out of my investment. Now I only wonder what magnificent blooms I have failed to secure, because I did not buy more of them.

CONNECTICUT, Aug. 26th, 1902.

MRS. B. B. T———.

NAMED GANDAVENSIS AND OTHERS.

	Per 100	Per 1000
Augusta	\$5 00	\$40 00
Lovely pure white with blue anthers. Strong, straight spike often having two and three branches.		
Barron Staffe	12 00	
Clear lilac, stained pale violet and yellow.		
Brenchleyensis	75	6 00
Vermilion Scarlet, an old variety but much planted on account of brilliant color.		
Canary Bird	8 00	
Fine light yellow, strong spike.		
Ceres	1 00	8 00
White, spotted with purplish rose, often flowers appear opposite each other on the spike.		
Eugene Scribe	5 00	
Medium Sized well open flower; tender rose, blazed carmine red.		
Fatima	4 00	
Medium sized flowers, of ivory-white ground, striped and suffused with bright rosy salmon, violet blotch.		
Gil Blas	12 00	
Early flowering plant of dwarf habit; flowers salmony rose with a fire-red blotch on straw colored ground.		
George Paul	12 00	
Large flowers, deep crimson, slightly stained yellow, spotted with purple.		
Jane Dieulafoy	20 00	
Flowers creamy white, lower petals stained maroon.		
John Bull	2 00	16 00
White, slightly tinted with sulphur.		
Madam Monneret	1 25	10 00
Delicate rose, late bloomer.		
Marie Lemoine	1 75	12 00
Slender spike, well expanded flowers; upper division of a pale creamy color, flushed salmon, lilac; the lower division spotted violet and yellow. A very dainty variety.		
May	2 00	16 00
Lovely pure white flower, finely flaked bright rosy crimson, strong spike. Good forcing variety.		
"1900"	2 50	20 00
Good sized bloom of rich red, with prominent white spots on the three lower petals.		
Senator Volland	20 00	
Large flowers, pure blue, dark violet blotch with a yellow stain, striped blue.		
Shakespeare	5 00	40 00
Pure white, slightly suffused with carmine rose; large rosy blotch. Good forcing variety.		

CULTURAL DIRECTIONS.

Plant in full exposure to the sun, in any well enriched garden soil, avoiding contact with manure, which should never be fresh. Where soil is stiff clay, fill the drill with sandy loam—water when necessary during the early stages of growth and again when buds show color. The bulbs may be planted in double rows, two inches apart in a four inch drill, two, three and four inches deep, according to size. Here we plant from the middle of April to the middle of May, and with all sections and sizes, bloom is continuous from the end of July until frost.

Before the ground freezes, dig up the bulbs, cut off the stalk close, and store in a cool dry place. The old bulb, or more properly speaking, corm, may be removed a few weeks later when convenient. The process of acclimation of foreign varieties is not only an advantage to the grower on this continent but the beneficial effects of culture in our stimulating northern atmosphere will be more apparent when the bulbs are developed in the more genial and humid climates of our Southern and Middle States.

Those who fail to succeed with stock furnished by me will please report the same; and if due to any cause under my control, I shall be glad to make it good, as, before increasing the number of my correspondents, it is my wish to assure satisfaction and value to those who have favored me with their orders. Satisfaction is guaranteed as to quality of stock furnished. No guarantee other than that stock is true to name, is given as to results, these being practically under the control of the grower.



REGARDING GLADIOLUS SEED.

I have many applications during the season for Gladioli seed. This we do not sell for several reasons, the two principal ones of which are as follows:

First. The seed from which our new varieties are produced, is hand hybridized and grown by Mr. H. H. Groff, at Simcoe.

Second. The growing and flowering of bulbs from Gladioli seed is a delicate and tedious task, and there are few whose experience and patience would be proportionately rewarded by the results.

It is more satisfactory and economical to buy well established bulbs produced by scientific hybridizing with a thorough knowledge of the parent plants.

The Gladioli bulbs I purchased from you last Spring gave the best of satisfaction. They attracted the attention of every one who saw them, for their beauty of color and large spike. You certainly deserve credit for the production of such shades and spikes.

PENNSYLVANIA, Oct., 1902.

FRED H———, Florist.

* * * * *

The Gladioli bulbs purchased from you last Spring being planted so late, all have not yet bloomed. Enough bloomed, however, to win me first premium at our fair. The blue ones are very pretty. They are the only ones of the kind ever seen in our city. If I live, I am so well pleased, that I will buy from no one else next year.

OREGON, Sept. 29th, 1902.

MRS. J. V. T———.

* * * * *

As to the result of the planting of your Gladioli bulbs I will say, that they have far exceeded even our expectations in size, and in every way. They are perfectly beautiful, and have been much admired.

NEW YORK, Oct., 1902.

LORAIN N. D———.

* * * * *

The Gladioli bulbs, Niagara Strain sent by you have all bloomed. Some were very beautiful, and I would like to have more in the Spring. Others in our neighborhood will want bulbs, as mine were very much admired when in bloom. I had a great many planted, but none as fine as yours.

PENNSYLVANIA, Oct. 25th, 1902.

MRS. J. T. R———.

* * * * *

——— They were all fine (Groff's) far exceeding my expectations. At C——— I made two entries, took first and second premiums. At A——— I made one entry, took first premium there. The judges at A——— say they never saw such quality before. (Gold Medal Collection, and Gold Medal and Silver Trophy Strain). Nothing for me in the future but the best.

NEW YORK, Oct. 27th, 1902.

CHARLES L———.

* * * * *

The superb collection of Gladioli which you so kindly presented to me, reached here yesterday, and are in prime condition. I have spent every moment since trying to name, photograph, and record the color of as many specimens as possible. Some of them are known to us, but the magnificent blues and purples are entire strangers. How shall we name them? * * * * Thanking you most heartily for the handsomest collection of flowers I have ever seen at one time, I am

Very sincerely yours,

NEW YORK, N. Y., Aug. 20th, 1902.

A. S. VAN B———.

A FEW DON'TS.

DON'T think that in ordering a few bulbs you will compass a wide range of varieties, for we have over ten thousand. We do claim, however, that even in small quantities, you will secure a larger variety of high quality, than in any other stock offered at the same, and higher prices.

DON'T, whether you buy our stock or that of others, pick out the largest bulbs from a collection or mixture, and imagine you have the best quality, for by so doing, you may eliminate from your purchase, varieties of high quality which never produce large bulbs.

DON'T, if you have been led into paying high prices for medium and poor quality under high sounding names, fail to give our stock a trial order. Compare quality and prices, and select from the stock and secure at small cost, if you wish, a collection of greater value than is possible under the obsolete naming system.

All stock herein offered, is subject to prior sale, and orders received are not binding until accepted in writing.

In filling orders, no substitutions will be made unless so instructed. Stock for greenhouse forcing can be shipped in the Autumn after the bulbs are thoroughly cured.

Special discount to seedsmen, or to those ordering in lots of ten thousand or more.

Our fields, which will be more extensive and beautiful this year than ever before, are near the railroad station and during the blooming season (July to October) I shall consider it a pleasure to receive and show visitors through them.

Parties contemplating a visit should advise me a day or two in advance.

ORDER EARLY.

Every season, orders reach us too late to be properly executed, on account of the required early planting of some very late flowering varieties.



DIRECTIONS FOR ORDERING.

CAREFULLY SIGN YOUR NAME, POST OFFICE, COUNTY AND STATE.

Remittances should accompany all orders from unknown purchasers, and may be made by post office order, express order, New York draft, or cash by registered letter. Postage stamps accepted as cash.

During the blooming season, usually between July 25th and frost time, I can furnish cut spikes of superior flowers in large or small quantities, and shall be pleased to quote prices upon application.

Address all orders to ARTHUR COWEE, Proprietor,
Meadowvale Farm, Berlin, N. Y.

— I can assure you they are one of the handsomest specimens which ever came to the Catskill Mountains, being admired by everybody, and you certainly deserve credit for your skill and art in producing these Gladioli. The different shades of color and the artistic designs upon them are beautiful. In looking at them, every minute you discover something different, and new in color. Only sorry to state that the pleasure to enjoy them was so short, as the season in the mountains this year was rather poor for flowers.

CATSKILL MOUNTAINS, Sept., 1902.

CHARLES Z_____.



The Gladiolus bulbs you sent me produced the largest and most beautiful flowers I ever saw. I am more than pleased.

WISCONSIN, Oct. 26th, 1904.

E. R. B.



As regards the Midway Collection purchased from you last Spring, they have bloomed well, and the colors have been fine, and the size satisfactory. Another Spring I shall order more, as I like them better than any bulbs I have had before.

VERMONT, Sept., 1902.

MRS. JOEL H. G_____.



I write to tell you of my beautiful blossoms. I have several of the coveted blues and heliotrope colors, a few dark red and several oddly marked. I am more than satisfied. I hope to purchase next Spring some of your higher priced bulbs.

NEW YORK, Aug. 24th, 1902.

MRS. L. N. B_____.



Your Midway Collection as ordered by me in early Spring, proved all you claimed them to be, in fact they were the finest Gladioli I have ever had in my collection, and I shall take pleasure in recommending you to friends who desire bulbs of the higher order.

NEW YORK, Sept. 10th, 1902.

E. E. D_____.



I have to report that we had a most favorable season for Gladioli blooms, and having them mulched with straw, I had some of the largest and best Gladioli I ever saw. In quality, the three strains (Gold Medal and Silver Trophy) I received from you two years ago, were the best.

Two bulbs of the first section (Dark Shades) produced flower stems that were immense, nearly five feet high, and of such vigor, constitution, and sun-resisting qualities, that I kept them separate to breed up in future, a sun-proof strain.

ILLINOIS, Oct., 1902.

HENRY C. E_____.

While the corms were as you stated, small, they all bloomed. They were not only entirely new varieties to me, but also very beautiful. The individual blossoms on the stalks were large, and although the season being rainy and dark, was not favorable, still I had entirely satisfactory results.

NEW YORK, Sept., 1902.

L. D. C_____.

* * * * *

I am delighted with the Gladioli bulbs, Gold Medal and Silver Trophy Strain which I purchased of you in May. They blossomed finely the last of August, and were exquisitely beautiful, their rich tints rivalling orchids. The blossoms excited the admiration of all who saw them.

I was awarded a special prize for them at our County Fair.

NEW YORK, Oct., 1902.

IDA M. B_____.

* * * * *

The Gladioli I received from you were the finest I have ever seen, they grew so strong and increased wonderfully.

NEW YORK, Nov. 12th, 1903.

F. A. D_____.

* * * * *

Some months since you sent me a package of your Gladioli. They have been, and part now are in bloom and are indeed remarkably fine. There are a few of extraordinary beauty and elegance of color. As I wrote you I have been a grower of Gladioli for many years and have had many fine flowers, but yours are far superior.

INDIANA, Aug. 24th, 1903.

J. P. B_____.

* * * * *

My stock all grew splendidly and when the flowers came I felt well repaid for the cost of the bulbs. No one in this vicinity had seen a blue Gladiolus, and my row of 100 blues attracted much attention. I am much obliged to you for supplying me with such fine stock of my favorite flower.

MASSACHUSETTS, Nov. 6th, 1903.

E. R. C_____, JR.

* * * * *

My Gladioli were a triumphant success and I want now to engage for next year bulbs from your Gold Medal Collection, sections two and three; also I want of your Special Selections.

PENNSYLVANIA, Sept. 23d, 1903.

MISS M. L. D_____.

* * * * *

I have seen here this summer in a small garden belonging to my friend, Miss _____, the best and most varied collection of Gladioli I have ever seen. She said she secured the bulbs from you and I write to ask you to send me your catalogue.

LONG ISLAND, Sept. 26th, 1903.

MR. W. H. P_____.



THE GROWER, MR. ARTHUR COWEE



LOOKING ACROSS THE SOUTH HALF OF MEADOWVALE FARM TOWARD THE VILLAGE OF BERLIN, N. Y., WHICH IS SITUATED ON THE
CHATHAM DIVISION OF THE RUTLAND RAILROAD ABOUT 160 MILES DUE NORTH OF NEW YORK.

Gold Medal and Silver Trophy Strain section three now in full bloom; have given them the first row with eight rows of Gandavensis, Lemoine, Childsi and Nanceianus back of them, the colors of the others only helping to set off the marvelous beauty and colorings of your Strain. They are all you claim for them.

WISCONSIN, Aug. 14th, 1903.

MR. A. L_____.



Last year I saw your exhibit of Gladioli at the Wethersfield Grange Fair. I cannot find words that will fairly describe my appreciation of the most beautiful and rare display of blossoms. This spring I had a longing for some bulbs which would produce such flowers as you displayed, but in the absence of your catalogue (which I misplaced) I turned to one which I had containing Childsi varieties with long names and longer and alluring descriptions of the wonderful markings and colors of the bloom. I could hardly wait for the first blooms, which opened in time but were a great disappointment, but they were better than I had had before. I believe that the bulbs which you offer will give me greater satisfaction and would be pleased to have your catalogue for next season.

CONNECTICUT, Oct. 5th, 1903.

MR. A. M_____.



The Gladiolus Spikes were received and added greatly to our display. My display of Groff's was the most admired of anything at the show. I made two entries and took first and second premiums.

NEW YORK, Aug. 13th, 1903.

MR. C. L_____.



I have flowered my Gladioli which I purchased of you and would say, they were very satisfactory; by far the best I have ever grown.

MASSACHUSETTS, Sept. 28th, 1903.

EDWARD I. L_____.



The Gladiolus bulbs I received from you this spring were the finest I ever saw and I have seen a great many. Yours cannot be beaten, they are the finest in America; everybody has admired them and people passing my garden say they never saw such fine varieties, and I thank you for sending me such a fine collection. I will give you another order for next year.

NEW YORK, Sept. 21st, 1903.

MR. K. H. K_____.



The Gladioli you sent me last spring have given the greatest satisfaction. The blue ones have been admired by every one who saw them. (Buffalo Mixture, Groff's Hybrids and Midway Collection).

CONNECTICUT, Sept. 22d, 1903.

MR. S. L. G_____.

* * * * * They were perfectly satisfactory, I enjoyed each one. Though I had some fine ones before, the Buffalo Mixture far surpassed them.

WISCONSIN, Sept. 29th, 1903.

MRS. R. F. S_____.

* * * * *

The small order of Gladioli purchased from you last spring proved satisfactory. I shall want \$25, \$50 or \$75 worth of stock.

UTAH, Sept. 9th, 1903.

MR. JOHN A. E_____.

* * * * *

Please be so kind to send me one of your catalogues. Lately I have seen Mrs. _____ collection of Gladioli she obtained of you, and they were most beautiful. I could hardly believe Gladioli could be so superb. Mrs. _____ is a member of our State Floral Society. Thanking you in advance for the catalogue.

CALIFORNIA, Sept. 25th, 1903.

MISS H. C_____.

* * * * *

The Gladioli, Gold Medal and Silver Trophy Strain, were very much admired by all who saw them. I hope to send for more of other varieties another spring.

NEW YORK, Sept. 13th, 1903.

MRS. H. W. C_____.

* * * * *

The Silver Trophy Strain you sent me last Spring were planted and grown by me this season with the result to justify me in saying "grand."

I think the Hybrids are the largest in flower and suit me about as well as any for general cutting.

"The American Garden" Trial Grounds.

December 13th, 1904.

E. STANLEY BROWN.

* * * * *

We were very much pleased with the Gladiolus. They are the finest collection that we have ever seen, and the flowers were very much admired by all who saw them.

ST. LOUIS, Mo., Aug. 29th, 1904.

J. G_____.

* * * * *

I have just cut the last spikes of Gladioli from the three sections you sent me last Spring and I want to tell you that they were simply grand. The colors were certainly wonderful. With best wishes for your further success in their cultivation.

DAYTON, OHIO, Aug. 19th, 1904.

W. W. H_____.

Must drop you a line and thank you for such magnificent novelties you offer in Gladiolus. I was surprised each day or so at the new shades. Both the blues and Groff's Mixed were greatly admired by everybody. Will want more in the Spring.

POUGHKEEPSIE, Aug. 22d, 1904.

W. L. D_____.

* * * * *

It gives me great pleasure to report that the Groff's Hybrid Seedlings $\frac{3}{8}$ to $\frac{5}{8}$ and Silver Trophy Strain, section three have more than given satisfaction. I hardly expected much from the Seedlings this year but they are blooming very nicely. When your next catalogue is out please send me a copy.

MILWAUKEE, Wis., Aug. 29th, 1904.

S. G. O_____.

* * * * *

Many local lovers of flowers are interested in the big Gladiolus Farm of Arthur Cowee, Berlin, N. Y. Mr. Cowee has devoted a lifetime to making his collection of Gladiolus, and there is no finer lot in the world as is shown by the Exhibition which he makes at St. Louis.

Nov. 6th, 1904.

SPRINGFIELD (Mass.) REPUBLICAN.

* * * * *

Arthur Cowee, Berlin, N. Y., was by far the most popular exhibitor in the building (New York State Fair); his magnificent display of Gladioli was simply astounding. The variety of color and markings were a revelation.

Sept. 17th, 1904.

FLORIST'S EXCHANGE.

* * * * *

Horticultural Hall (World's Fair) was beautifully decorated for the day. High up in the center of the building was a large American Flag made entirely of Gladioli furnished by Arthur Cowee of Berlin, N. Y., said to be the largest grower in the world. The different colored flowers were deftly woven together so as to form stars and stripes in red, white and blue.

Oct. 20th, 1904.

THE COUNTRY GENTLEMAN.

* * * * *

Your superb collections of Silver Trophy Strain, Buffalo and Midway Mixtures proved surprisingly prolific of results and, while my collection was a very small one, the varieties produced were remarkably numerous. I grew them beside others from _____ and the comparative results between the two were exceedingly marked. The bulbs obtained from you produced a much greater number of flowers to the spike and of an exceedingly greater variety of color and shapes, in addition to each flower being much larger than those produced from the other bulbs. Upon taking up my bulbs this Fall I found that the excellent results were not confined to the flowering quality alone, but that the bulbs yielded small corms very prolifically.

CHICAGO, ILL., Nov. 4th, 1904.

W. B. D_____.

It is with pleasure I write you my experience with the bulbs ordered from you last Spring, but really find myself quite inadequate to the task. The blooms were so beautiful and each day developed something so new and so wonderful that they baffle description. I exhibited thirty spikes at our Floral meeting and you should have heard the exclamations of delight at the sight * * * I am more than satisfied.

SAN FRANCISCO, CAL., July 15th, 1904. MRS. J. L_____.

* * * * *

The Gladioli we bought of you this Spring have given us a great deal of pleasure. They are really grand in diversity of color, size of flower spikes and of the individual flowers as well as in the exquisite penciling and marking of some of them.

NEW JERSEY, Sept. 15th, 1904.

A. M_____.

* * * * *

Last April I sent you an order for small bulbs of Groff's Hybrids. It was with some interest that we noted the first signs of flowering, as we were not prepared to expect more than a few blooms from these small bulbs this season, and we are surprised and delighted at the full and magnificent blooms produced. We felt as though it were a speculation instead of an investment, but feel well repaid for cost and care of bulbs. Thank you that your catalogue fell into our hands.

KINCAID, KAN., July 20th, 1904.

J. B. F_____.

* * * * *

The Gladioli bulbs I had from you last Spring have been extremely satisfactory, the largest blooms I ever saw and some of the most remarkable colors. I propose to have a thousand more next year.

CONNECTICUT, Sept. 7th, 1904.

W. H. S. W_____.

* * * * *

The flowers from the bulbs secured from you have attracted the attention of every flower lover in our village, and the verdict is unanimous that such beautiful Gladioli have never been grown in this section before.

MICHIGAN, Aug. 31st, 1904.

P. W. A. F_____.

* * * * *

The Gladiolus is certainly the people's flower. The bulbs of the Silver Trophy Strain were very fine. Another Spring I shall order more.

MASSACHUSETTS, Oct. 10th, 1904.

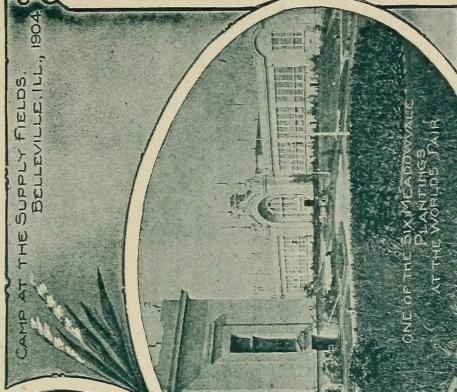
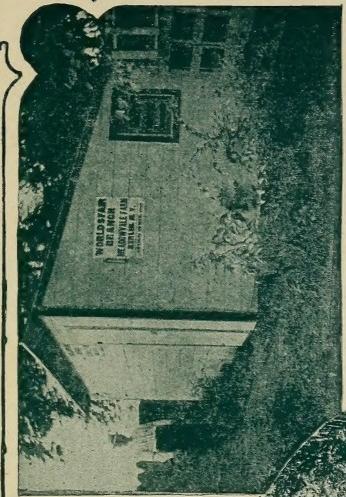
B. F. S_____.

* * * * *

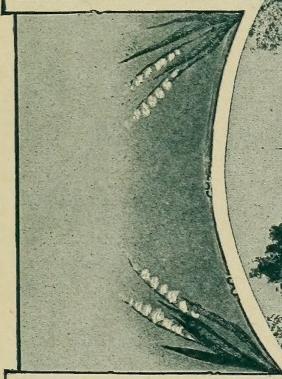
The Gladiolus bulbs, Silver Trophy Strain, which I purchased of you last Spring have just ceased blooming. The blues were grand and the reds unequaled. Every bulb bloomed to perfection.

WISCONSIN, Sept. 7th, 1904.

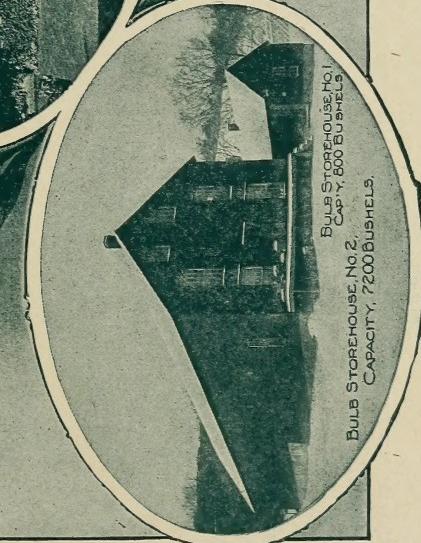
H. S_____.



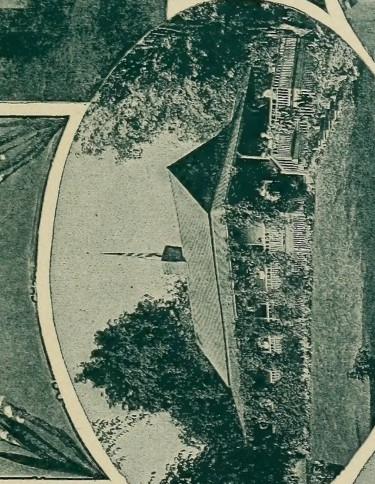
CAMP AT THE SUPPLY FIELDS,
BELLEVILLE ILL., 1904



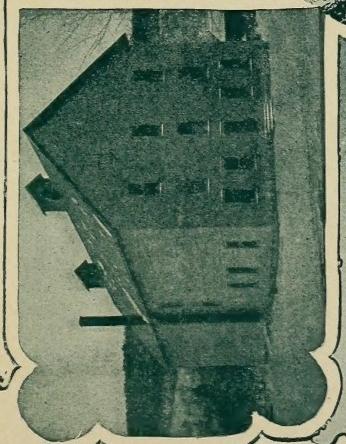
BULB STOREHOUSE, No. 3
CAPACITY, 18000 BUSHELS



BULB STOREHOUSE, No. 1
Cap. 800 Bushels.
BULB STOREHOUSE, No. 2
Capacity, 7200 Bushels.



MR. COVERS
BUNGALOW
MEADOWVALE
FARM,
BELM, N.Y.



PRIZES AWARDED TO GROFF'S NEW HYBRID GLADIOLI



GRAND PRIZE World's Fair, St. Louis, Mo., 1904

Pan-American Exposition Gold Medal,
Buffalo, 1901.

Pan-American Silver Vase, awarded by
Buffalo Florists' Club, 1901.

Thirteen First Prizes by Pan-American
Exposition.

Certificate of Merit, by Society of American
Florists and Ornamental Horticulturists.

New York, N. Y., 1900

Buffalo, N. Y., 1901

Asheville, N. C., 1902